






# Workshops / Panel Sessions

| Time   | Title   | Room      |
|--|---|-----------|
| 9:00 am – 10:00 am   | <b>Workshop: The 3 C's of SBA—Capital, Counseling and Contracting</b><br><i>Rick Rauschenbach</i> , Small Business Administration   | 615       |
|  <b>The first C is capital.</b> If you're looking for a way to finance your growth. <b>The second C is contracts.</b> The federal government spends \$500 billion a year in contracts. The SBA works with small businesses directly, through training and business development programs, to help them compete for and win contracts. <b>The third C is counseling.</b> The SBA nationwide network offers counseling and training (nearly always free) to over \$1 million small business each year. If you don't have a counselor or mentor, you should. The data shows that businesses that spend three hours or more with an SBA counselor have higher revenue and more employees as a result. |   |           |
| 9:00 am – 10:15 am   | <b>Workshop: Electronic Notifications for Upcoming Contracting Opportunities</b><br><i>Jim Shoemaker</i> , King County Procurement; <i>Rebecca Linville</i> , WA State, DES   | 620       |
| <b>Get Connected and Go Green.</b> Paper is the biggest obstacle to getting business done. Many government entities have vendor registries that enable you to get greener by eliminating paper and printing to make it easier to register as a vendor for free. Manage contacts and get bid notifications – all online. Learn about Washington's Electronic Business Solution (WEBS) is being used for sole source, new contracts and databases. Learn about King County's Online Vendor Registration, and others.   |   |           |
| 9:00 am – 10:30 am   | <b>Panel Discussion: Consulting Services</b><br><b>Government Contracting 101—Architectural, Engineering &amp; Professional</b><br><i>Moderator: James Evans</i> , University of Washington                                     | 616 & 617 |
| <b>For Consultants.</b> Government procurement representatives will share information on the methods used to obtain architectural and engineering, and professional consulting services for their respective agencies.   |   |           |
| 9:00 am – 10:30 am   | <b>Panel Discussion: Construction Services</b><br><b>Government Contracting 101</b><br><i>Moderator: John Trausch</i> , King County   | 618 & 619 |
| <b>For Construction Contractors:</b> Come and learn about methods and approaches used to procure construction services from federal, state and local government procurement representatives.   |   |           |
| 10:30 am – 11:30 am  | <b>Workshop: Project Labor Agreement Primer</b><br><i>Bob Zappone</i> , King County; <i>Lisa Hornfeck</i> , Port of Seattle   | 615       |
|  <b>Inclusion, Diversity and Safety.</b> This introductory workshop provides basic information on Project labor Agreements, often referred to as a "PLA". Government agencies sign PLAs with labor organizations and contractors for work on large, long-term construction projects. PLAs include provisions that require companies to comply with federal and state laws governing workplace safety and health and equal opportunity laws.  |   |           |
| 10:45 am – Noon  | <b>Workshop: Building Bonding Capacity for Construction Contractors</b><br><i>Kara Skinner</i> , Integrity Surety   | 620       |
| <b>The U.S. DOT Bonding Education Program Overview: "Building Bonding Capacity for Contractors Doing Construction Contracts."</b>  |   |           |
| 11:00 am – Noon  | <b>Workshop: Value-added Benefits of Certification</b><br><i>Mary Rainey</i> , King County; <i>Edwina Martin-Arnold</i> , WA State OMWBE; <i>Servando Patlan</i> , DES; <i>Jennifer Montgomery</i> , Office of Veterans Affairs | 616 & 617 |

Many local, state and federal governments have set goals to spend a percentage of their procurement dollars with small, disadvantaged, veteran-owned, minority and or women-owned businesses. Certifying your business can help you compete successfully for government contracts.

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| 1:00 pm – 2:00 pm   | <b>Workshop: Explore Ways to Joint Venture or Team to Achieve Scale for IT Consultants</b><br><i>Michael Verchot</i> , Director, the Consulting & Business Development Center—UW           | 615       |
|  <b>A roundtable discussion for IT services and software development firms that are seeking to do business with public sector clients.</b> The roundtable will identify challenges and discuss possible solutions. Recognizing that one of the challenges that small IT firms face is one of scaling to meet the 1 <sup>st</sup> tier supplier demands of large government entities. This roundtable will explore ways that firms can joint venture or team to reach the necessary scale.   |  |           |
| 1:00 pm – 2:00 pm   | <b>Workshop: Social Media Use</b><br><i>L.A. Smith</i> , Director Online Marketing, UW Business School, External Relations   | 620       |
| <b>Who's Following You?</b> Learn how to use Twitter and learn who is following your business. Your company's use of social media can help to leverage marketing results that every business wants. Learn how to use social marketing strategies that can deliver results.  |  |           |
| 1:00 pm – 2:30 pm   | <b>Panel Discussion: Goods and Services Government Contracting 101</b> —Accessing Non-Competitively Bid Procurements of Smaller Dollar Value<br><i>Moderator: Roy Dodman</i> , King County | 616 & 617 |
| <b>For Goods and Services.</b> Government procurement representatives will share information on the methods used to obtain goods and services contracts for their perspective agencies. In addition, learn when agencies can solicit quotes without formally advertising for smaller purchases and how to identify these contracting opportunities.   |  |           |
| 1:00 pm – 3:00 pm   | <b>Workshop: Legal Considerations for Construction Contractors</b><br><i>Masaki Yamada</i> , Attorney—Ahlers & Cressman PLLC   | 618 & 619 |
|  <b>Understand the essentials to bidding on public works, contract drafting and other legal considerations.</b> Learn about bidder responsiveness and responsibility before winning the contract. Understand common public works contract clauses to be aware of, including change order clauses, incorporation clauses, added standard public specifications, and payment clauses. Learn how to make a claim for project delays and damages under common public works contracts; how to preserve your lien rights and claims against bond and retention on public works projects, and how to enforce payment and your prompt payment rights.   |  |           |
| 2:30 pm – 4:00 pm   | <b>Workshop: 1:1 Consultation with WA State OMWBE Representatives</b><br><b>Re: Certification Assistance</b>   | 615       |
| <b>One-on-One Certification Assistance for Applicants seeking State of WA certification</b> as a Disadvantaged Business Enterprises (DBE), Minority Business Enterprise (MBE), and/or Woman-owned Business Enterprises (WBE)  |  |           |
| 2:30 pm – 4:00 pm   | <b>SPECIAL EVENT— “A Conversation on Disparity Studies” with Dr. Sameer Bawa</b> , BBC Research and Consulting, Inc.   | 620       |
|  <b>Participate in a conversation with Dr. Sameer Bawa of BBC Research and Consulting, Inc. to learn how BBC's research conducting disparity studies can help in building effective small, minority and women's business enterprises programs. Learn about how disparity studies help in shaping public policy in contracting and procurement. What demographic or economic factors are influencing supplier diversity in the contracting opportunities of government agencies? What strategies should governments pursue to achieve their equity goals? Come, listen, and participate in this discussion to learn how disparity studies conducted by BBC Research are helping our community of stakeholders understand its market and develop sound strategies for the future.</b> |  |           |